

C7 O A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING DONATIONS TO THE CITY TOTALING \$29,800 FROM VARIOUS EVENT PRODUCERS BETWEEN OCTOBER 2024 AND FEBRUARY 2025 AS RESIDENT BENEFITS PURSUANT TO THE CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: February 3, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING DONATIONS TOTALING \$29,800 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO THE CITY'S SPECIAL EVENT GUIDELINES.

RECOMMENDATION

The Administration recommends approval of the Resolution, accepting the resident benefit donations from event producers, pursuant to the City's Special Event Guidelines.

BACKGROUND/HISTORY

The City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents. To mitigate the demands made upon City resources and infrastructure, applicants are required to present proposed special event activities to potentially impacted neighborhood associations and appropriate City departments to ensure that these events are compatible with the surrounding neighborhoods. This process assists in evaluating and assessing the City's resources, both in terms of personnel and use of public property and rights-of-way to adequately protect the public safety, health, and welfare of the community.

ANALYSIS

According to the City's Special Events Guidelines, most recently revised via Resolution No. 2024-33112, the City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, considering factors which include the type of event, resident benefit, economic impact to the City, and demands on City services.

All special events on public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community. Examples of Resident Benefits may include, but is not limited to:

- Discounted tickets (Miami Beach residents, seniors, youth, military, veterans, disabled and special needs);
- Special programming or standalone public performance;
- Educational and/or cultural component/ programming;
- Senior benefit or food drive - in partnership with Housing and Community Services;
- Monetary Donation to a City Public Benefit Fund; and
- Beach cleanup or dune restoration - monetary equivalent based on footprint and impact of event.

The Tourism and Culture Department is responsible for the verification of a resident benefit inclusion as part of a special event application. Five (5) recent special events, identified below, chose a monetary donation as a resident benefit.

Special Event Resident Benefit Donations			
Event Name	Entity	Amount	Fund
Adobe Inc	Adobe Max	\$ 4,000.00	\$800 - Education Compact Fund
			\$800 - Art in Public Places Fund
			\$800 - Tree Preservation Fund
			\$800 - Biscayne Bay Protection Fund
			\$800 - Resiliency Fund
Untitled Art	Informa Markets Art LLC	\$ 10,000.00	\$2,000 - Education Compact Fund
			\$2,000 - Art in Public Places Fund
			\$2,000 - Tree Preservation Fund
			\$2,000 - Biscayne Bay Protection Fund
Faena Beach Dinner	Faena Hotels Miami Beach	\$ 500.00	\$2,000 - Resiliency Fund
Faena NYE Fireworks	Faena Hotels Miami Beach	\$ 300.00	\$500 - Art in Public Places Fund
JP Morgan Summit 2025	Creative Edge Parties of South Florida LLC	\$ 15,000.00	\$300 - Art in Public Places Fund
Total		\$ 29,800.00	\$15,000 - Education Compact Fund

Adobe MAX – The Creativity Conference

Event Date(s): 10/11/24 – 10/16/24 (Including load in and load out)

Event Location(s): Collins Canal Park, Run Room Plaza, Convention Center Drive and 19th Street

Estimated Attendance: 7,000

Untitled Art Fair

Event Date(s): 11/12/24-12/20/24 (Including load in and load out)

Event Location(s): Lummus Park Beachfront, 10th – 13th Street, and Lummus Park Spoil, 11th to 12th Street

Estimated Attendance: 40,000

Faena Beach Dinner

Event Date(s): 11/28/24 – 11/29/24 (Including load in and load out)

Event Location (s): 32nd – 33rd Street Beachfront

Estimated Attendance: 150

Faena NYE Fireworks

Event Date(s): 12/31/24 (Including load in and load out)

Event Location: Faena Hotel Beachfront

Estimated Attendance: Hotel guests

JP Morgan Summit 2025

Event Date(s): 1/9/25 – 2/16/25 (Including load in and load out)

Event Location: 21st – 22nd Streets, Beachfront and Spoil

Estimated Attendance: 500

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends approval of the Resolution, accepting donations from event producers as resident benefits, pursuant to the City's Special Event Guidelines.

Applicable Area

Citywide

**Is this a "Residents Right to Know" item,
pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

Department

Tourism and Culture

Sponsor(s)

Co-sponsor(s)

Condensed Title

Accept Public Benefit Donations from Event Producers, Per Special Event Permit Requirements. TC

Previous Action (For City Clerk Use Only)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING DONATIONS TO THE CITY TOTALING \$29,800 FROM VARIOUS EVENT PRODUCERS BETWEEN OCTOBER 2024 AND FEBRUARY 2025 AS RESIDENT BENEFITS PURSUANT TO THE CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.

WHEREAS, the City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents; and

WHEREAS, to mitigate the demands made upon City resources and infrastructure, applicants are required to present proposed special event activities to potentially impacted neighborhood associations and appropriate City Departments to ensure that these events are compatible with the surrounding neighborhoods; and

WHEREAS, this process assists in evaluating and assessing the City's resources, both in terms of personnel and use of public property and rights-of-way to adequately protect the public safety, health, and welfare of the community; and

WHEREAS, according to the City's Special Events Guidelines, most recently revised by Resolution No. 2024-33112, the City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, considering factors which include the type of event, resident benefit, economic impact to the City, and demands on City services; and

WHEREAS, all special events on public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community. Examples of Resident Benefits may include, but are not limited to:

- Discounted tickets (e.g., for Miami Beach residents, seniors, youth, military, veterans, disabled and special needs)
- Special programming or standalone public performance
- Educational and/or cultural component/ programming
- Senior benefit or food drive - in partnership with Housing and Community Services
- Monetary Donation to a City's Public Benefit Fund
- Beach cleanup or dune restoration - monetary equivalent based on footprint and impact of event; and

WHEREAS, the Tourism and Culture Department is responsible for reviewing resident benefit proposed as part of a special event application. Five (5) recent special events, identified below, provided monetary donations as a resident benefit:

- Adobe Max – The Creativity Conference – October 11-16, 2024 – Total donation of \$4,000 distributed to the Education Compact Fund, Art in Public Places Fund, Tree Preservation Fund, Biscayne Bay Protection Fund, and Resiliency Fund
- United Art Fair – November 12, 2024, to December 20, 2024 – Total donation of \$10,000 distributed to the Education Compact Fund, Art in Public Places Fund, Tree Preservation Fund, Biscayne Bay Protection Fund, and Resiliency Fund
- Faena Beach Dinner – November 28-29, 2024 - \$500 donation to Art in Public Places Fund
- Faena NYE Fireworks – December 31, 2024 - \$300 donation to Art in Public Places Fund
- JP Morgan Summit 2025 – January 9, 2025-February 16, 2025 - \$15,000 donation to Education Compact Fund.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept donations to the City totaling \$29,800 from various event producers between October 2024 and November 2025 as resident benefits pursuant to the City's special event permit requirements.

PASSED AND ADOPTED this ____ day of _____, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

for Nick Kallegas 1/28/25
City Attorney *NK* Date